

## Find Book

# THE SERVICE DOMINANT LOGIC OF MARKETING



GRIN Verlag Gmbh Jul 2011, 2011. Taschenbuch. Book Condition: Neu. 213x149x8 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,3, Otto Beisheim School of Management Vallendar, language: English, abstract: This thesis aims at looking into the reactions and discussions regarding the proposed service-dominant logic (S-D logic) in more detail. Seven years after the initial publication in...

### Download PDF The Service Dominant Logic of Marketing

- Authored by Christina Anhäuser
- Released at 2011



Filesize: 6.04 MB

## Reviews

---

*This book is definitely worth acquiring. It normally will not cost excessive. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Prof. Leonard Beahan DVM**

*Very helpful to all of category of people. It really is full of knowledge and wisdom I am quickly can get a satisfaction of reading through a written ebook.*

-- **Ms. Maude Heller Sr.**

*Here is the best publication i have got go through until now. It is actually writer in simple phrases and never hard to understand. I realized this publication from my dad and i suggested this ebook to find out.*

-- **Lorena White**

---